

Remarks

Claims 1-22 were pending prior to this response. Applicant hereby amends claims 1 and 20 to include the limitations of claims 7 and 8 (now canceled), and requests the Examiner to reconsider presently pending claims 1-6 and 9-22 in view of these amendments and the following remarks.

In the Examiner's Supplemental Answer, mailed May 7, 2008, the Examiner rejected claims 1-22 under 35 U.S.C. § 103(a) and, in particular, rejected claims 7 and 8 over the combination of Cirinna¹, Core Web Programming², and Waghorn.³ As Independent claims 1 and 20 now incorporate the limitations of canceled claims 7 and 8, focus is given to the rejections applied to claims 7 and 8.

In rejecting claim 8, the Examiner concluded solely from the phrase "Online Benefits" in Cirinna's Figure 3 that "Cirinna teaches the vehicle purchase service comprises an interactive vehicle lease and purchase transaction."⁴

Applicant respectfully disagrees — the cursory mention of "online benefits" in Cirinna serves not as a concrete teaching but rather as a catch-all. The phrase is one of many in Figure 3, and in Cirinna's specification, the only reference to it is a mere after-thought: "[a]dditionally, the website may be used to provide a variety of information common to all employees, such as benefits."⁵ At the time of the present invention, such a cursory teaching could in no way have prompted a skilled artisan to derive a website capable of providing an interactive vehicle lease and purchase transaction. Such derivation would require clairvoyance.

Applicant requests the Examiner to withdraw the § 103(a) rejection from claims 1 and 20 (and the pending dependent claims), because the Examiner relied only on Cirinna to teach this limitation, and Cirinna fails to do so.

¹ U.S. Patent Application Publication US2002/0173973 to Cirinna *et al.*

² "Core web programming" by Marty Hall, Prentice Hall Publishers, 1998 (pg. 900-901 and 1010).

³ U.S. Patent Application Publication US20020002509 to Wagorn *et al.*

⁴ See Examiner's Supplemental Answer, mailed May 7, 2008, pg. 6, third full paragraph.

⁵ US2002/0173973A1, pg. 4 ¶43.

Please charge any fees or credit any overpayments resulting from the filing of this paper to Ford Global Technologies, LLC Deposit Account No. 06-1510.

If the Examiner believes a telephone interview would advance prosecution of this application, he is invited to contact Hersh H. Mehta, representative of Applicant, at (248)358-4400.

Respectfully submitted,
David Cooper *et al.*

By /Hersh H. Mehta/
Hersh H. Mehta
Reg. No. 62,336
Agent for Applicant

Date: July 7, 2008

BROOKS KUSHMAN P.C.
1000 Town Center, 22nd Floor
Southfield, MI 48075-1238
Phone: 248-358-4400
Fax: 248-358-3351